



## Summer Food Service Program



## Bulletin

*Child Nutrition Programs*  
Teaching and Learning Support  
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**To:** SFSP Sponsors  
Program Reviewers

**Date:** October 5, 2015

**Bulletin:** 2015 -12

**From:** Alicia Stephens  
SFSP Program Specialist

**Subject:** USDA Policy Memos and Information

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### USDA Policy Memos, Information & Implementation Memos:

To view previous USDA policy memos, visit:  
<http://www.fns.usda.gov/sfsp/policy>

#### Additional Topics:

- No Kid Hungry National Summer Meals Summit
- New Resources from No Kid Hungry & FRAC
- Farm to Summer Grant Opportunity
- Reaching Tribal Youth
- Engaging Public Officials
- Site Outreach Strategies
- Upcoming Webinars & Conference Calls

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**Program changes as a result of USDA Policy Memos are to be implemented immediately. Please file this bulletin for reference, guidance and compliance with the Summer Food Service Program. Feel free to call the Child Nutrition Programs office if you need further clarification.**

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#### Additional Topics

- **No Kid Hungry National Summer Meals Summit**  
No Kid Hungry/Share Our Strength is hosting a National Summer Meals Summit in **Washington, D.C. November 12-13, 2015**. The summit will bring together national, state, and local experts from around the country to discuss effective practices and lessons learned in operating successful summer meals programs. Registration and room reservations must be completed by **October 12, 2015**. You can access the registration page, draft agenda and links to hotel registration [here](#).
- **New Resources from No Kid Hungry & FRAC**  
No Kid Hungry and FRAC have published some resources related to Alaska and summer meals participation data. Please see their resources pages for more information:
  - [No Kid Hungry Summer Meals Resources](#)
  - [FRAC Infographics & Charts](#)
- **Farm to Summer Grant Opportunity**  
Alaska Child Nutrition Programs and the Division of Agriculture, Farm-to-School Program are working together to provide sub-grants to sponsors of child nutrition programs that operate during the summer.



This project will be accessible to an array of participating programs whether in the child care setting, Summer Food Service Program, summer school or Residential Child Care Institution. The goal is to actively build healthier nutrition environments by engaging children in fun and interactive nutrition education that is

specific to their local food system, such as growing, harvesting, and/or gathering local foods. Some examples of activities to include as a nutrition education component of the project are starting or maintaining a garden, berry picking, purchasing local seafood to include in the program's menu, field trips to a farmer's market or salmon hatchery and more. Ample time for planning and implementation will be necessary, so start thinking about ways your program may be able to utilize this opportunity and please look for more information in future bulletins as the applications will be due in **early Spring 2016**.

- **Reaching Tribal Youth**

State agencies are required to identify Indian tribal territories that qualify for the Summer Meals Program. USDA-FNS encourages sponsors to join State agencies in their effort to reach more children in tribal communities by:

- Working with Tribal Leaders to identify community agencies willing to host sites.
- Coordinating outreach efforts with trusted organizations already serving the tribal community.
- Providing ready-to-use outreach materials Tribal Leaders can share with families.
- Asking the community for input on the meal service and site activities.

For more information, please see: [http://www.fns.usda.gov/sites/default/files/sfsp/SMT-Tribal\\_Youth.pdf](http://www.fns.usda.gov/sites/default/files/sfsp/SMT-Tribal_Youth.pdf)

- **Engaging Public Officials**

Elected officials play an important role in supporting the Summer Meals Program. When working with public officials, it's important to ask for a commitment early - calendars fill up fast, especially during an election year! Sponsors can ask elected officials to support the Program in a number of ways:

Motivate!

- Set a threshold for increasing participation.
- Issue a Summer Meals Proclamation.
- Send mailings to constituents to raise site awareness.
- Start a "Summer Meals Challenge," encouraging other elected official support.

Advocate!

- Speak at a Summer Meals Kick-Off Event.
- Promote the Program in public speeches.
- Write a Letter to the Editor or Op-Ed promoting the Program in the local newspaper.

Participate!

- Pledge to tour a number of Summer Meal sites.
- Participate in one or more Kick-Off events.

For more tips, check out the "Summer Meal Champions" pages of the Summer Meals Toolkit:

<http://www.fns.usda.gov/sfsp/summer-meals-toolkit>

- **Site Outreach Strategies**

Great sponsors know that planning for summer is a year-round effort. October is the perfect time to start recruiting sites for next year! Sponsors can use the following strategies to get a jump-start on their site recruitment efforts for 2016.

- **Mass Mailings**  
Sending a form letter, via electronic or traditional mail, allows sponsors to reach many potential sites in a short amount of time. The letter should include general information about Summer Meals, describe the importance of the Program to the community, and explain how organizations can get involved.
- **Specialized Mailings**  
Sponsors can send personal, targeted letters to previous site managers, thanking them for their participation and encouraging them to stay involved in 2016. Sponsors may also use a special mailing to update returning site managers on any important policy or Program changes.
- **Traditional Media**  
Local newspapers, television stations, and radio shows are great places to conduct site outreach. Reporters can help sponsors by “advertising” upcoming outreach meetings on the evening news or by writing op-eds encouraging organizations to become involved. Sponsors can also pitch a story about a “Summer Success” from 2015, helping to raise awareness of the Program and motivate community organizations to host their own sites next summer.
- **Social Media**  
Sponsors may reach out to community members with large “followings” on Facebook, Twitter, and other social media sites when planning their site recruitment strategy. School superintendents, local governments, and other community leaders may help with recruitment by sharing information, posting links, and encouraging their friends and followers to support Summer Meals.
- **Community Calendars**  
Web-based calendars and newsletters are great places to promote Summer Meal events and post site recruitment information. Most print and television media outlets have these resources publically available online. Sponsors should look for a “submissions” box or contact the page coordinator to share information about their Program.
- **Neighborhood Meetings**  
Attending local events related to fighting poverty and hunger or improving the wellbeing of children are ideal places for site recruitment. Sponsors can run a “Site Recruitment” table, post flyers throughout the venue, and encourage attendees to become involved with the Program during down time.

For more tips, check out the Site Recruitment Strategies Toolkit Page:

[http://www.fns.usda.gov/sites/default/files/sfsp/SMT-Site\\_Recruitment.pdf](http://www.fns.usda.gov/sites/default/files/sfsp/SMT-Site_Recruitment.pdf)

## • **Upcoming Webinars & Conference Calls**

- **FRAC – Building a Summer Meals Workgroup: Thursday, November 5<sup>th</sup> at 9:00AM**  
Establishing a summer meals workgroup or taskforce is an effective strategy for identifying underserved areas and sharing best practices across networks. By convening invested partners early and often, you can share resources and develop an extensive outreach plan that will ensure the success of your program. Join us to learn the most effective ways to form and maintain the momentum of a summer meals workgroup. To register, please click [here](#).

## Contact Information

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## Commonly Used Acronyms

SFSP – Summer Food Service Program  
CNP – Child Nutrition Programs  
WRO – Western Region Office  
FNS – Food & Nutrition Services  
FNSRO-Food & Nut Services Reg. Office  
USDA – U.S. Department of Agriculture  
EED – Education & Early Development  
DEC – Department of Conservation  
LEA – Local Education Agency



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